



# 2021 Privacy Policy

Pequod Associates Limited are committed to the protecting of your privacy whilst visiting our website. This Privacy Policy endeavours to explain our working practices regarding the personal information we collect from users on our website, located at [www.pequodassociates.com](http://www.pequodassociates.com)

## What Data do we collect?

### General Data

The use of our services will automatically create information that will be collected. For example, when you use our Services, your geographic location, how you use the Services, information about the type of device you use, your Open Device Identification Number, date/time stamps for your visit, your unique device identifier, your browser type, operating system, Internet Protocol (IP) address, and domain name are all collected. This information is generally used to help us deliver the most relevant information to you and administer and improve the Site.

### Log Files

As is true of most websites, we gather certain information automatically and store it in log files. This information includes IP addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information to maintain and improve the performance of the Services.

## Analytics

We use analytics services (including, but not limited to, Google Analytics) to help analyse how users use the Site. Analytics services use Cookies to collect information such as how often users visit the Site and we use the information to improve our Site and Services.

The analytics services' ability to use and share information collected by them is restricted by their terms of use and privacy policy, which you should refer to for more information about how these entities use this information.

## Location Information

If you have enabled location services on your mobile device, we may collect your location information to improve the Services we offer. If you do not want this information collected, you can disable location services on your device.

## Cookies

"Cookies" are small pieces of information (text files) that a website sends to your computer's hard drive while you are viewing the website. These text files can be used by websites to make the users experience more efficient. The law states that we can store these cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission. To that end, this site uses different types of cookies. Some cookies are placed by third party services that appear on our pages. We and some third parties may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our Services and to market the Services or other products. Marketing cookies are used to track visitors across websites.

## Use of Personal Information

In general, personal information you submit to us is used either to respond to requests that you make, aid us in serving you better, or market our Services. We use your personal information in the following ways:

- Operate, maintain, and improve our site(s), products, and services;
- Respond to comments and questions and provide customer service;
- Link or combine user information with other personal information we get from third parties, to help understand your needs and provide you with better service;
- Develop, improve, and deliver marketing and advertising for the Services;
- Provide and deliver products and services you request;
- Identify you as a user in our system;

We may store and process your personal information on servers located in both the UK and Europe. We may also create anonymous data records from your personal information by completely excluding information (such as your name) that makes the data personally identifiable to you. We use this anonymous data to analyse request and usage patterns so that we may enhance the content of our Services and improve Site functionality.

### **We will never disclose your personal information to a third party**

We may receive testimonials and comments from users who have had positive experiences with our Services. We may publish such content. When we publish this content, we may identify our users by their first and last name. We obtain the user's consent prior to posting this information along with the testimonial.

## Third Party Websites

Our Site contains links to third party websites. When you click on a link to any other website or location, you will leave our Site or Services and go to another site, and another entity may collect personal information or anonymous data from you. We have no control over, do not review, and are not responsible for, these outside websites or their content.

Please be aware that the terms of this Privacy Policy do not apply to these outside websites or content, or to any collection of your personal information after you click on links to such outside websites. We encourage you to read the privacy policies of every website you visit.

The links to third-party websites or locations are for your convenience and do not signify our endorsement of such third parties or their products, content or websites.

## Your Choices Regarding Information

We offer you choices regarding the collection, use, and sharing of your personal information. We may periodically send you emails that directly promote the use of our Services.

When you receive promotional communications from us, you may indicate a preference to stop receiving further communications from us & you will have the opportunity to “opt-out” by following the unsubscribe instructions provided in the email you receive or by contacting us directly.

Despite your indicated email preferences, we may send you service related communications, including notices of any updates to the, our Privacy Policy and our GDPR.

## Your Rights

As a user of our site, you have the following rights, any of which you may exercise by contacting us via the contact page on the main site

- The right to ask what personal data we hold about you at any time.
- The right to ask us to update and correct any out-of-date or incorrect personal data that hold
- As set out above, the right to opt-out of any marketing communications that we may send you.

**PequodAssociates**

[www.pequodassociates.com](http://www.pequodassociates.com)

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